



Serial No.: 09/160,424
Docket No.: 1215

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

APPEAL BRIEF

Inventors : Schneebeli *et al.*
Serial No. : 09/160,424
Filing Date : September 25, 1998
Title : VIRTUAL CONTENT PUBLISHING SYSTEM AND
METHOD

Group/Art Unit : 2152
Examiner : Willett, Stephan

Docket No. : 1215

Mail Stop Appeal Brief – Patent
Commissioner for Patents
P.O. Box 1450
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In support of the Notice of Appeal filed on May 1, 2007, and in accordance with the provisions of 37 C.F.R. §41.37, Appellant submits this Appeal Brief. This Appeal Brief is being filed in response to the Office Action of November 1, 2006, in which the examiner re-opened prosecution of the application in response to a Revised Appeal Brief filed by Appellant. Appellant wishes to reinstate the appeal, and filed the Notice of Appeal and this Appeal Brief in furtherance of that reinstatement. Appellant believes that the previously filed Appeal Brief fee should be applied to this reinstated appeal, thus no additional fees are due. If any such fees are due, the Commissioner is authorized to charge those fees to Appellant's Deposit Account as indicated below.

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I. REAL PARTY IN INTEREST

The real party in interest in the present appeal is the assignee, Sprint Communications Company, L.P. The assignment was recorded at Reel 9885, Frame 0983 of the U.S. Patent and Trademark Office records.

II. RELATED APPEALS AND INTERFERENCES

On June 7, 2004, Appellant filed an Appeal Brief in the instant case. In response to a Notification of Non-Compliant Appeal Brief dated July 11, 2005, Appellant filed a Revised Appeal Brief on August 11, 2005. On November 11, 2006, the PTO issued an Office Action reopening prosecution of the application. Responsive to that Office Action and pursuant to 37 C.F.R. § 41.41, Appellant wishes to reinstate the appeal of the rejection of the claims, and on May 1, 2007, filed a Notice of Appeal. This Appeal Brief is filed in furtherance thereof.

III. STATUS OF CLAIMS

Claims 1-22, 24-31, 33-41, 43-46 and 48-54 are pending in the application. Claims 23, 32, 42, and 47 have been canceled. Claims 1-22, 24-31, 33-41, 43-46 and 48-54 stand rejected as follows:

1. Claims 1-2, 6, 9, 14-16, 27, 30-31, 34, 37, and 51-54 stand rejected under 35 U.S.C. §103(a) as being unpatentable over U.S. Patent No. 6,026,371 to Beck *et al.* ("Beck") in view of U.S. Patent No. 6,182,111 to Inohara *et al.* ("Inohara");
2. Claims 33, 38, 41, 43-44, 46, and 48-49 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Beck in view of Inohara, in further view of U.S. Patent No. 5,806,075 to Jain *et al.* ("Jain"); and

3. Claims 3-5, 7-8, 10-13, 17-22, 24-29, 35-36, 39-40, 45, and 50 stand rejected under 35 U.S.C. §103(a) as being unpatentable over Beck in view of Inohara, in further view of U.S. Patent No. 6,134,584 to Chang *et al.* (“Chang”).

This appeal is directed to all claims still pending in this application, namely, claims 1-22, 24-31, 33-41, 43-46 and 48-54

IV. STATUS OF AMENDMENTS

No amendment has been filed subsequent to the final rejection dated January 28, 2004, responsive to which Appellant filed a first Appeal Brief, which appeal this Appeal Brief is reinstating.

V. SUMMARY OF CLAIMED SUBJECT MATTER

A. Overview of the Present Invention

The present invention is directed to a system and method for generating, editing and/or testing staging content on a staging server (*e.g.*, the server within staging area 16 of FIG. 1), and automatically transferring the staging content from the staging server to multiple production servers (*e.g.*, the servers within production areas 14A and 14B of FIG. 1) that reside on a computer network (*e.g.*, the Internet). Importantly, after the staging content has been transferred to the production servers, the transferred staging content is published on each of the production servers at substantially the same time in response to a publish command received on the staging server. Each production server is then able to provide the published staging content to content users of the computer network (*e.g.*, users browsing the Internet) in response to requests routed to the production servers from the content users. Advantageously, all of the content users may

be assured of receiving the same content (*i.e.*, the published staging content) regardless of which of the production servers processes their particular requests. An embodiment of this content publication method is described on page 11, line 22 to page 14, line 21 of the application with reference to the flow chart of FIG. 5. In particular, it should be noted that the staging content is transferred from the staging server to the production servers (in step 268) and then subsequently published on the production servers at substantially the same time (in step 272).

Preferably, access to the staging server is restricted to two access levels. Specifically, a first user associated with a first access level is allowed to control the generation, editing and/or testing of staging content on the staging server. A second user associated with a second access level is allowed to control the transfer of the staging content from the staging server to the production servers and/or the publication of the transferred staging content on each of the production servers at substantially the same time. This security feature ensures that only those individuals with the proper authorization can access the staging server to perform these tasks. An embodiment that utilizes this security feature is described on page 10, lines 3-27 of the application.

More preferably, the staging content on the production servers may be replaced with the production content that was on the production servers prior to transfer and publication (the "prior production content") in response to a rollback command received on the staging server. The replacement of the staging content with the prior production content provides for a rollback to the previous version of the content if desired, such as if a problem is encountered with a particular production server during publication. An embodiment that utilizes this rollback feature is described on page 13, line 29 to page 14, line 7 and page 15, lines 6-16 of the application.

B. Description of Claimed Subject Matter

1. Claims 1-13

Claims 1-13 are directed to a system for publishing network content. Independent claim 1 will be described with reference to the exemplary embodiments of the invention provided in the application, as described above, and with reference to specific page and line numbers of the specification and to specific figures and reference numerals, where applicable.

The system (10) of independent claim 1 (and thus dependent claims 2-13) comprises first and second production servers (14A, 14B), where each provides production content to content users of a computer network (page 6, lines 6-8 of spec.) in response to requests routed to the production sever from the content users (page 6, line 9 of spec.). The system further comprises a staging server (16) operatively connected to each of the first and second production servers, wherein staging content is generated, edited and/or tested by an administrator on the staging server (page 6, line 28 – page 7, line 6 of spec.) and wherein the staging content is automatically transferred from the staging server to the first and second production servers for publication on the first and second production servers at substantially the same time (page 11, line 24 of spec. and page 13, lines 13-14 of spec.) in response to a publish command received on the staging server, wherein the transferred staging content published on each of the production servers is the same staging content (page 10, line 23 – page 11, line 29 of spec.). The transferred staging content replaces the prior production content on the production server such that the transferred staging content becomes the subsequent production content accessible by the content users of the computer network (page 14, lines 4-7 of spec.). Access to the staging server is limited such that the staging content is not accessible by the content users prior to the transfer to the production server (page 8, lines 10-11 of spec.).

2. Claims 14-29 (excluding cancelled claim 23)

Claims 14-29 are directed to a method for publishing content on a computer network. Independent claim 14 will be described with reference to the exemplary embodiments of the invention provided in the application, as described above, and with reference to specific page and line numbers of the specification and to specific figures and reference numerals, where applicable.

The method of independent claim 14 (and thus dependent claims 15-29) comprises the steps of: (a) providing a staging server wherein staging content is generated, edited and/or tested by an administrator on the staging server (page 6, line 28 – page 7, line 6 of spec.); (b) limiting access to the staging server such that the staging content is not accessible by content users of the computer network (page 8, lines 10-13 of spec.); (c) receiving a publish command on the staging server (page 10, line 28); (d) automatically transferring the staging content from the staging server to first and second production servers for publication on the first and second production servers at substantially the same time in response to step (c), wherein the transferred staging content published on each of the production servers is the same staging content (page 10, line 23 – page 11, line 29 of spec.); (e) replacing production content on the first and second production servers with the transferred staging content such that the transferred staging content becomes subsequent production content (page 10, line 23 – page 11, line 29 of spec.); and (f) providing the subsequent production content to the content users of the computer network in response to requests routed to either of the first and second production servers from the content users (page 6, line 9 of spec.).

3. Claims 30-36 (excluding cancelled claim 32)

Claims 30-36 are directed to a method for publishing content on a computer network. Independent claim 30 will be described with reference to the exemplary embodiments of the invention provided in the application, as described above, and with reference to specific page and line numbers of the specification and to specific figures and reference numerals, where applicable.

The method of independent claim 30 (and thus dependent claims 31-36) comprises the steps of: (a) providing a staging server on the computer network (page 6, line 28 – page 7, line 6 of spec.); (b) limiting access to the staging server such that the server is not accessible by content users of the computer network, the access comprising at least first and second access levels (page 8, lines 10-11 of spec.); (c) generating staging content on the staging server (page 6, line 28 – page 7, line 6 of spec.); (d) restricting step (c) in response to a command associated with the first access level (page 8, lines 10-11 of spec.); (e) receiving a publish command on the staging server (page 10, line 28); (f) automatically transferring the generated staging content from the staging server to first and second production servers for publication on the first and second production servers at substantially the same time in response to step (e), wherein the transferred staging content published on each of the production servers is the same staging content (page 10, line 23 – page 11, line 29 of spec.); and (g) restricting step (f) in response to a command associated with the second access level (page 8, lines 10-13 of spec.).

4. Claims 37-40

Claims 37-40 are directed to a system for publishing content on a computer network. Independent claim 37 will be described with reference to the exemplary embodiments of the invention provided in the application, as described above, and with reference to specific

page and line numbers of the specification and to specific figures and reference numerals, where applicable.

The system of independent claim 37 (and thus dependent claims 38-40) comprises a staging server and associated software comprising: (a) a staging area on the computer network, the staging area operable to allow generation, editing and/or testing by an administrator of staging content and transfer of the staging content from the staging area to a plurality of production areas for publication on the production areas at substantially the same time, wherein the transferred staging content published on each of the production areas is the same staging content (page 6, line 28 – page 7, line 6 of spec.); (b) a firewall operable to limit access to the staging area to at least two access levels such that the staging area is not accessible by content users of the computer network, the firewall operatively connected to the staging server; wherein a first user associated with a first of the at least two access levels is allowed to control generation, editing and/or testing of the staging content, and wherein a second user associated with a second of the at least two access levels is allowed to control transfer of the staging content from the staging area to the production areas (page 8, line 4 – page 8, line 22 of spec.).

5. Claims 41-45 (excluding cancelled claim 42)

Claims 41-45 are directed to a method for publishing content on a computer network. Independent claim 41 will be described with reference to the exemplary embodiments of the invention provided in the application, as described above, and with reference to specific page and line numbers of the specification and to specific figures and reference numerals, where applicable.

The method of independent claim 41 (and thus dependent claims 43-45) comprises the steps of: (a) providing a staging server and a plurality of production servers on the

computer network, the staging server associated with staging content and each of the production servers associated with production content, wherein the staging content is not accessible on the staging server by content users of the computer network (page 6, line 28 – page 7, line 6 of spec.); (b) replacing the production content on each of the production servers with the staging content for publication on the production servers at substantially the same time in response to a publish command associated with the staging server, wherein the staging content published on each of the production servers is the same staging content, whereby the staging content becomes accessible on the production servers by the content users of the computer network (page 10, line 23 – page 11, line 29 of spec.); and (c) replacing the staging content on each of the production servers with the production content for publication on the production servers at substantially the same time in response to a rollback command associated with the staging server, wherein the production content published on each of the production servers is the same production content, whereby the production content is accessible on the production servers by the content users of the computer network (page 14, lines 4-7 of spec.).

6. Claims 46-50 (excluding cancelled claim 47)

Claims 46-50 are directed to a system for publishing content on a computer network. Independent claim 46 will be described with reference to the exemplary embodiments of the invention provided in the application, as described above, and with reference to specific page and line numbers of the specification and to specific figures and reference numerals, where applicable.

The system of independent claim 46 (and thus dependent claims 48-50) comprises a staging server associated with the computer network and with staging content, wherein access to the staging server is limited such that the staging content is not accessible by content users of

the computer network (page 6, line 28 – page 7, line 6 of spec.); a plurality of production servers wherein each production server is associated with the computer network and with production content that is accessible by the content users of the computer network; a staging server user interface that allows a user to select a publish command associated with replacement of the production content on each of the production servers with the staging content (page 10, line 27 – page 111, line 29 of spec.) for publication on each of the production servers at substantially the same time (page 11, line 24 of spec.), wherein the staging content published on each of the production servers is the same staging content (page 11, line 23 of spec.); and wherein the staging server user interface also allows the user to select a rollback command associated with replacement of the staging content on each of the production servers with the production content for publication at substantially the same time (page 14, lines 4-7 of spec.).

7. Claims 51-54

Claims 51-54 are directed to a method for publishing content on a computer network. Independent claim 51 will be described with reference to the exemplary embodiments of the invention provided in the application, as described above, and with reference to specific page and line numbers of the specification and to specific figures and reference numerals, where applicable.

The method of independent claim 51 (and thus dependent claims 52-54) comprises the steps of: (a) generating, editing and/or testing staging content by an administrator on a staging server, wherein access to the staging server is limited such that the staging content is not accessible on the staging server by content users of the computer network (page 6, line 28 – page 7, line 6 of spec.); (b) replicating the staging content to at least first and second temporary

directories (page 13, lines 23-25 of spec.); (c) transferring the staging content from the staging server to first and second production servers associated with the first and second temporary directories, respectively, for publication on the first and second production servers at substantially the same time, wherein the transferred staging content published on the production servers is the same staging content (page 13, lines 25-30 of spec.); and (d) providing the transferred staging content to the content users of the computer network in response to requests routed to either of the first and second production servers from the content users (page 6, line 9 of spec.).

VI. GROUNDS OF REJECTION TO BE REVIEWED ON APPEAL

The issues on appeal are as follows:

- A. Whether claims 1-2, 6, 9, 14-16, 27, 30-31, 34, 37, and 51-54 are unpatentable under 35 U.S.C. §103(a) as being obvious over Beck in view of Inohara.
- B. Whether claims 33, 38, 41, 43-44, 46, and 48-49 are unpatentable under 35 U.S.C. §103(a) as being obvious over Beck in view of Inohara in further view of Jain.
- C. Whether claims 3-5, 7-8, 10-13, 17-22, 24-29, 35-36, 39-40, 45, and 50 are unpatentable under 35 U.S.C. §103(a) as being obvious over Beck in view of Inohara in further view of Chang.

VII. ARGUMENT

A. Appellant's Claims are not Obvious Over Beck in View of Inohara

The Examiner has rejected independent claims 1, 14, 30, 37, 41, 46 and 51 under 35 U.S.C. § 103(a) as being obvious over Beck in view of Inohara. Beck discloses a method and

system for permitting businesses and organizations to preview their customized advertisements for Web-based directory listings (such as Online Yellow Page directories) on a staging database before exportation to a production database. The method comprises creating (or revising) an advertisement using widely available HTML tools, importing the resulting HTML source and associated multi-media files into a staging database, and previewing the advertisement on the staging database as if the advertisement were running on the production database.

Inohara discloses a method and system for managing distributed data in which a plurality of computers interconnected by a network operate to distribute, share and exchange data over the World Wide Web.

Appellant respectfully submits that the examiner has not established a prima facie case of obviousness for rejecting these claims. As set forth in Graham v. John Deere, 383 U.S. 1 (1966), and as reiterated by the Supreme Court in KSR v. Teleflex, 550 U.S. ____ (2007), various primary and secondary considerations are useful in determining non-obviousness of an invention. Some of the primary factors to consider include: (1) the scope and content of the prior art, (2) the level of ordinary skill in the art, and (3) differences between the claimed invention and the prior art.

Independent Claims 1, 14, 30, 37, and 51

Looking first to the scope and content of the prior art and differences between the claimed invention and the prior art, neither Beck nor Inohara disclose or suggest the transfer of staging content from a staging server to first and second (or a plurality of) production servers for publication on the production servers at substantially the same time, as required in independent claims 1, 14, 30, 37, and 51 of the present application, or the similar replacement of production

content on a plurality of production servers at substantially the same time as required in independent claims 41 and 46 of the present application.

In the Office Action, the Examiner argues that Beck teaches and discloses all of the limitations of independent claims 1, 14, 30, 37, and 51 of the present application, except that Beck does not explicitly disclose "transferring content at the same time to more than one production server," and states that Inohara provides this missing limitation." (paragraph 4 of Office Action). Appellant disagrees.

First, the limitation in the claims of the present application is the publication of the staging content on a plurality of staging servers at substantially the same time, *not* simply the transfer of staging content to the plurality of production servers at substantially the same time. As shown in FIG. 5 and described specifically at page 13, line 23 – page 14, line 7 of the present application, staging content is transferred and stored in a temporary directory at each production area. Executing a "publish" command starts, at each production area, a content replication daemon that copies the content from the temporary directory of each production area to the publication directory at each production area. That daemon, when initiated at each production area, publishes the staging content by copying it from the temporary directory to the publication directory. Thus, in the invention claimed in the present application, the publication at any number of a plurality of production areas takes place at substantially the same time.

By contrast, Beck does not disclose the "publication" and "at substantially the same time" limitations in that it discloses only the exportation of an advertisement from a staging database to a single production database.

Second, Inohara also does not disclose the "publication" and "at substantially the same time" limitations. The portions of Inohara cited by the Examiner merely disclose the transfer of

requests for URL content from a host server to other servers and/or the receipt at the host server of URL messages from other servers (wherein each of the URL messages is a list of specific URL contents that have been added to one of the other servers). Nowhere does Inohara disclose or suggest the transfer of any type of information (whether it be requests for URL content or URL messages) to a plurality of servers for publication at substantially the same time.

There is nothing in either Beck or Inohara that teaches, suggests, or discloses the publication of staging content at substantially the same time, as required in independent claims 1, 14, 30, 37, and 51 of the present application. Beck discloses only the transfer of information to a single database, Inohara discloses only that requests for URL content can be sent to more than one server. Even if one were to combine the teachings of Beck with the teachings of Inohara, there would not be a resulting “publication”, as that term is used in the present application, “at substantially the same time” as required in claims 1, 14, 30, 37, and 51 of the present application.

With respect to the level of ordinary skill in the art, the examiner states that it would have been obvious to one skilled in the art, in view of Beck and Inohara, to incorporate sending data to multiple servers at substantially the same time, the motivation to do so being the goal of insuring that data redundancy is timely maintained (paraphrasing from paragraph 6 of the Office Action). Appellant respectfully disagrees. Neither Beck nor Inohara address the problem of simultaneous publication of content across multiple production servers that is elegantly solved by the invention of the present application. Even assuming that Beck and/or Inohara disclose “publication” “at substantially the same time” (which they do not, as discussed previously), one skilled in the art would find nothing in either reference, or their combination, as to how one would go about achieving such simultaneous publication.

The Examiner's finding of obviousness is a classic example of hindsight reconstruction.

This type of analysis was addressed by the Federal Circuit in Sensonics, Inc. v. Aerosonic Corp.,

38 U.S.P.Q.2d 1551 (Fed. Cir. 1996):

To draw on hindsight knowledge of the patented invention, when the prior art does not contain or suggest that knowledge, is to use the invention as a template for its own reconstruction – an illogical and inappropriate process by which to determine patentability.

Here, neither Beck nor Inohora make any disclosure whatsoever of publication of staging content at a plurality of production servers at substantially the same time. The examiner is simply looking at the system and method disclosed in the present application, and, in hindsight, reflecting that Beck could have been modified to include such a system/method of simultaneous publication as in independent claims 1, 14, 30, 37, and 51 of the present application. There is no reason to believe that one skilled in the art would turn to either the Beck or Inohora references to solve the problem of nearly simultaneous publication when neither of those references addresses that problem.

Furthermore, with respect to independent claims 30 and 37, Beck and Inohara do not alone or in combination disclose or suggest limiting access to a staging server, wherein a first user associated with a first access level is allowed to control generation of staging content, and wherein a second user associated with a second access level is allowed to control the transfer of staging content from a staging server to multiple production servers, as required by claims 30 and 37. Rather, Beck discloses that an advertisement can be edited by a variety of sources, such as a business, a publisher, or anyone providing the Web-based directory listing. Also, Beck does not disclose any details as to who controls the exportation of the advertisement to the production database or how the exportation is accomplished. Inohara also does not disclose this limitation

in that it does not teach a staging server or the transfer of staging content from a staging server to multiple production servers. Thus, claims 30 and 37 are even further distinguishable from Beck and Inohara.

Since the examiner has failed to establish a prima facie case of obviousness with respect to independent claims 1, 14, 30, 37, and 51, the examiner's rejection should be overturned and those claims should be allowed.

Dependent Claims 2-14, 15-29, 31-36, 38-40, and 52-54

Claims 2-14, 15-29, 31-36, 38-40, and 52-54 depend from independent claims 1, 14, 30, 37, and 51, respectively. Since those independent claims are allowable for the reasons discussed above, the corresponding dependent claims are also allowable, and the examiner's rejection should be overturned.

B. Appellant's Claims are not Obvious Over Beck in View of Inohara
in further view of Jana

Independent Claims 41 and 46

The examiner has rejected independent claims 41 and 46 as being obvious over Beck in view of Inohara, in further view of Jain. Independent claims 41 and 46 (similar to independent claims 1, 14, 30, 37, and 51, discussed above) require the replacement of production content by staging content, at substantially the same time. Thus, claims 41 and 46 require existing production content to be replaced by new staging content on a plurality of production servers at substantially the same time.

As described in paragraphs 24-26 of the Office Action, the examiner cites Jain as teaching the "rollback" limitation of claims 41 and 46. Jain, however, does not disclose the

“replacement of production content” (i.e., “publication”) or “at substantially the same time” limitations of independent claims 41 and 46 (nor does the examiner assert that it does). As discussed above with respect to independent claims 1, 14, 30, 37, and 51, those claims are not obvious over Beck in view of Inohara. Since the inclusion of Jain does not affect that analysis, for the same reasons discussed above, independent claims 41 and 46 are not obvious over Beck in view of Inohara, in further view of Jain. Thus, the examiner’s rejection should be overturned and claims 41 and 46 should be allowed.

Dependent Claims 43-45 and 48-50

Claims 43-45 and 48-50 depend from independent claims 41 and 46, respectively. Since those independent claims are allowable for the reasons discussed above, the corresponding dependent claims are also allowable, and the examiner’s rejection should be overturned.

C. Appellant's Claims are not Obvious Over Beck in View of Inohara
in further view of Chang

The examiner cited Chang as providing limitations present in numerous dependent claims of the application. Since independent claims 1, 14, 30, 37, 41, 46 and 51 are allowable for the reasons stated above, the claims depending from those independent claims are also allowable, as discussed above.

Thus, the examiner’s rejection of those dependent claims should be overturned, and the claims should be allowed.

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Because the examiner has failed to meet his burden of establishing a prima facie case of obviousness, the examiner's rejection of claims 1-22, 24-31, 33-41, 43-46 and 48-54 should be overturned, and the claims should be allowed.

VIII. CLAIMS APPENDIX

Attached hereto as Appendix A is a listing of the claims on appeal.

IX. EVIDENCE APPENDIX

Attached hereto as Appendix B is an evidence appendix.

X. RELATED PROCEEDINGS APPENDIX

Attached hereto as Appendix C is a related proceedings appendix.

Respectfully submitted,

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APPENDIX A

Claims on Appeal

1. A system for publishing network content, the system comprising:

(a) first and second production servers wherein each production server provides production content to content users of a computer network in response to requests routed to the production server from the content users;

(b) a staging server operatively connected to each of the first and second production servers, wherein staging content is generated, edited and/or tested by an administrator on the staging server and wherein the staging content is automatically transferred from the staging server to the first and second production servers for publication on the first and second production servers at substantially the same time in response to a publish command received on the staging server, wherein the transferred staging content published on each of the production servers is the same staging content; and

(c) wherein the transferred staging content replaces the production content on the production server such that the transferred staging content becomes subsequent production content accessible by the content users of the computer network, and wherein access to the staging server is limited such that the staging content is not accessible by the content users prior to the transfer to the production server.

2. The system of Claim 1 further comprising a file server for storing the staging content.

3. The system of Claim 1 further comprising a firewall operable to limit access to the staging server.
4. The system of Claim 3 wherein the staging server comprises a segmented server providing processing for a plurality of users.
5. The system of Claim 3 wherein:
a same address is associated with the first production server and the staging server; and
requests associated with the same address are routed to the staging server in response to access through the firewall.
6. The system of Claim 1 wherein the staging server is operable to generate requests for additional content from the network.
7. The system of Claim 1 wherein the staging server is operable to schedule said transfer of the staging content.
8. The system of Claim 7 wherein the staging server is operable to cancel said scheduled transfer.

9. The system of Claim 1 wherein the staging server is operable to replace the production content with prior production content, the prior production content comprising production content previously transferred to the first production server.
10. The system of Claim 1 wherein the staging server is operable to prevent alteration of the staging content on the staging server.
11. The system of Claim 1 wherein the staging server is operable to provide information selected from the group consisting of: log files, status information and combinations thereof.
12. The system of Claim 1 wherein the staging server is operable to provide user selections for at least two actions selected from the group consisting of:
 - generating requests for additional content from the network;
 - scheduling said transfer of the staging content;
 - canceling said scheduled transfer;
 - replacing the production content with prior production content and controlling saving of the production content;
 - preventing alteration of the staging content on the staging server, and
 - providing information selected from the group consisting of: log files, status information and combinations thereof.
13. The system of Claim 1 wherein the first production server is geographically remote from the second production server.

14. A method for publishing content on a computer network, the method comprising the steps of:

(a) providing a staging server wherein staging content is generated, edited and/or tested by an administrator on the staging server;

(b) limiting access to the staging server such that the staging content is not accessible by content users of the computer network;

(c) receiving a publish command on the staging server;

(d) automatically transferring the staging content from the staging server to first and second production servers for publication on the first and second production servers at substantially the same time in response to step (c), wherein the transferred staging content published on each of the production servers is the same staging content;

(e) replacing production content on the first and second production servers with the transferred staging content such that the transferred staging content becomes subsequent production content; and

(f) providing the subsequent production content to the content users of the computer network in response to requests routed to either of the first and second production servers from the content users.

15. The method of Claim 14 further comprising:

(g) storing the staging content on a file server.

16. The method of Claim 15 wherein step (g) comprises storing the staging content prior to performing step (d).

17. The method of Claim 14 further comprising:
 - (g) verifying a user for access to the staging server.
18. The method of Claim 17 further comprising:
 - (h) segmenting step (a) for a plurality of administrators.
19. The method of Claim 17:

wherein a same address is associated with the staging server and the first production server;

further comprising: (h) routing requests to the staging server in response to step (g).
20. The method of Claim 17 wherein step (g) comprises verifying access by the user as one of at least two access levels.
21. The method of Claim 20 further comprising step (g) of limiting control of step (c) to a first of the at least two access levels.
22. The method of Claim 20 further comprising step (g) of limiting control of step (a) to the administrator.
24. The method of Claim 23 wherein step (g) comprises generating requests for additional content from the computer network from the staging server.

25. The method of Claim 14 further comprising step (g) of scheduling step (d) from the staging server.
26. The method of Claim 25 wherein step (g) comprises canceling step (d).
27. The method of Claim 14 further comprising:
- (g) receiving a replace content command; and
 - (h) replacing the production content on the first and second production servers with prior production content in response to step (g), the prior production content comprising content previously on the first and second production servers.
28. The method of Claim 14 further comprising step (g) of providing information selected from the group consisting of: log files, status information and combinations thereof in the staging server.
29. The method of Claim 14 further comprising providing user selections for at least two actions selected from the group consisting of:
- testing the interaction of the staging content with the computer network from the staging server;
 - scheduling step (d);
 - canceling said scheduled transfer;

replacing the production content on the first and second production servers with prior production content, the prior production content comprising production content previously on the first and second production servers;

preventing alteration of the staging content on the staging server by a content user; and

providing information selected from the group consisting of: log files, status information and combinations thereof.

30. A method for publishing content on a computer network, the method comprising the steps of:

- (a) providing a staging server on the computer network;
- (b) limiting access to the staging server such that the server is not accessible by content users of the computer network, the access comprising at least first and second access levels;
- (c) generating staging content on the staging server;
- (d) restricting step (c) in response to a command associated with the first access level;
- (e) receiving a publish command on the staging server;
- (f) automatically transferring the generated staging content from the staging server to first and second production servers for publication on the first and second production servers at substantially the same time in response to step (e), wherein the transferred staging content published on each of the production servers is the same staging content; and
- (g) restricting step (f) in response to a command associated with the second access level.

31. The method of Claim 30 wherein step (c) comprises editing the staging content.

33. The method of Claim 30 further comprising:

- (h) replacing production content on the first and second production servers with the transferred staging content of step (f); and
- (i) reversing step (h).

34. The method of Claim 30 wherein step (f) comprises replacing the transferred staging content of step (f) on the first and second production servers with the production content.

35. The method of Claim 30 wherein:
the staging server includes segmented software; and
step (c) comprises generating staging content for each of a plurality of administrators, each administrator associated with a segment of the segmented software.

36. The method of Claim 30 further comprising providing user selections for at least two actions selected from the group consisting of:
testing the interaction of the staging content with the computer network from the staging server;
scheduling a transfer of the staging content to the first production server and the second production server;
canceling said scheduled transfer;
transferring the staging content to the first production server and the second production server in response to a publish command;
replacing production content on the first production server with prior production content, the prior production content comprising content previously on the first production server and the second production server;
preventing alteration of the staging content on the staging server by a user associated with a second of the at least two access levels; and

providing information selected from the group consisting of: log files, status information and combinations thereof.

37. A system for publishing content on a computer network, the system comprising:

a staging server and associated software comprising a staging area on the computer network, the staging area operable to allow generation, editing and/or testing by an administrator of staging content and transfer of the staging content from the staging area to a plurality of production areas for publication on the production areas at substantially the same time, wherein the transferred staging content published on each of the production areas is the same staging content;

a firewall operable to limit access to the staging area to at least two access levels such that the staging area is not accessible by content users of the computer network, the firewall operatively connected to the staging server; and

wherein a first user associated with a first of the at least two access levels is allowed to control generation, editing and/or testing of the staging content, and wherein a second user associated with a second of the at least two access levels is allowed to control transfer of the staging content from the staging area to the production areas.

38. The system of Claim 37 further comprising a production server associated with production content; and

wherein the production content is replaced with the staging content associated with the staging area and the replacement is reversed at a later time.

39. The system of Claim 37 wherein the software comprises segmented software; and the each segment of the segmented software is associated with one of a plurality of user groups.

40. The system of Claim 37 further comprising a user interface associated with selections for at least two actions selected from the group consisting of:

testing the interaction of the staging content with the computer network from the staging area;

scheduling a transfer of the staging content to a first production server and a second production server;

canceling said scheduled transfer;

transferring the content to the first production server and the second production server in response to a publish command;

replacing production content on the first production server and the second production server with prior production content, the prior production content comprising content previously on the first production server and the second production server;

providing information selected from the group consisting of: log files, status information and combinations thereof.

41. A method for publishing content on a computer network, the method comprising the steps of:

(a) providing a staging server and a plurality of production servers on the computer network, the staging server associated with staging content and each of the production servers associated with production content, wherein the staging content is not accessible on the staging server by content users of the computer network;

(b) replacing the production content on each of the production servers with the staging content for publication on the production servers at substantially the same time in response to a publish command associated with the staging server, wherein the staging content published on each of the production servers is the same staging content, whereby the staging content becomes accessible on the production servers by the content users of the computer network; and

(c) replacing the staging content on each of the production servers with the production content for publication on the production servers at substantially the same time in response to a rollback command associated with the staging server, wherein the production content published on each of the production servers is the same production content, whereby the production content is accessible on the production servers by the content users of the computer network.

43. The method of Claim 41 further comprising:

- (d) limiting access to the staging server to at least two access levels;
- (e) generating the staging content on the staging server; and
- (f) restricting step (e) in response to a command associated with one of the at least

two access levels.

44. The method of Claim 41 wherein:

the staging server includes segmented software; and

further comprising (d) generating staging content for each of a plurality of administrators, each administrator associated with a segment of the segmented software.

45. The method of Claim 41 further comprising providing user selections associated with at least two actions selected from the group consisting of:

testing an interaction of the staging content with the computer network from the staging server;

scheduling a transfer of the staging content to a first production server;

canceling said scheduled transfer;

transferring the staging content to the first production server and the second production server in response to a publish command;

preventing alteration of the staging content by a user associated with a first access level;

and

providing information selected from the group consisting of: log files, status information and combinations thereof.

46. A system for publishing content on a computer network, the system comprising:

a staging server associated with the computer network and with staging content, wherein access to the staging server is limited such that the staging content is not accessible by content users of the computer network;

a plurality of production servers wherein each production server is associated with the computer network and with production content that is accessible by the content users of the computer network;

a staging server user interface that allows a user to select a publish command associated with replacement of the production content on each of the production servers with the staging content for publication on each of the production servers at substantially the same time, wherein the staging content published on each of the production servers is the same staging content; and

wherein the staging server user interface also allows the user to select a rollback command associated with replacement of the staging content on each of the production servers with the production content for publication at substantially the same time.

48. The system of Claim 46 further comprising a firewall for limiting access to the staging server to at least two access levels; and

wherein the staging server is operable to generate the staging content in response to input associated with the staging server user interface and is operable to restrict the generation in response to a command associated with one of the at least two access levels.

49. The system of Claim 46 wherein:

the staging server includes segmented software; and

the staging server is operable to generate the staging content for each of a plurality of users, each user associated with a segment of the segmented software.

50. The system of Claim 46 wherein the staging server user interface is associated with user selections for at least two actions selected from the group consisting of:

testing an interaction of the staging content with the computer network from the staging server;

scheduling a replacement of the production content with the staging content;

canceling said scheduled replacement;

replacing the production content on the plurality of production servers with the staging content in response to the publish command;

preventing alteration of the staging content by a user associated with a first access level;

and

providing information selected from the group consisting of: log files, status information and combinations thereof.

51. A method for publishing content on a computer network, the method comprising the steps of:

(a) generating, editing and/or testing staging content by an administrator on a staging server, wherein access to the staging server is limited such that the staging content is not accessible on the staging server by content users of the computer network;

(b) replicating the staging content to at least first and second temporary directories;

(c) transferring the staging content from the staging server to first and second production servers associated with the first and second temporary directories, respectively, for publication on the first and second production servers at substantially the same time, wherein the transferred staging content published on the production servers is the same staging content; and

(d) providing the transferred staging content to the content users of the computer network in response to requests routed to either of the first and second production servers from the content users.

52. The method of Claim 51 further comprising step (e) of commanding publication, wherein steps (b) and (c) are responsive to step (e).

53. The method of Claim 51 further comprising step (e) of verifying step (b).

54. The method of Claim 53 wherein step (c) is responsive to step (e).

APPENDIX B

Evidence Appendix

None.

APPENDIX C

Related Proceedings

None.